

Applicant : Miller
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Attorney's Docket No.: 10001634-1

CLAIMS WITH MARKINGS TO SHOW CHANGES MADE

1. (Thrice Amended) A method of displaying information about a multitude of different customers comprising:

for each customer, receiving a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator;

decaying the numeric value associated with the recency indicator over time according to an absence of activity by each customer;

increasing the numeric value associated with the recency indicator over time according to recent activity by each customer

for each customer, generating a symbol;

arranging the symbols spatially in a galaxy layout according to a polar coordinate system based on the numeric values; [and]

displaying the galaxy layout on a display device to distinguish trends and patterns in customer behavior[.] ; and

selecting customers to be part of a marketing campaign based upon a region of space in the galaxy layout containing visual clusters, patterns and movement corresponding to the trends and patterns in customer behavior.

11. (Thrice Amended) A computer readable memory operable to display information about a multitude of different customers comprising:

a first set of instructions to receive, for each customer, a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator;

a second set of instructions to generate, for each customer, a symbol;

a third set of instructions to decay the numeric value associated with the recency indicator over time according to an absence of activity by each customer;

a fourth set of instruction to increase the numeric value associated with the recency indicator over time according to recent activity by each customer

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a fifth set of instructions to arrange spatially in a galaxy layout according to a polar coordinate system based on the numeric values; [and]

a sixth set of instruction to display the galaxy layout on a display device to distinguish trends and patterns in customer behavior[.] ; and

a seventh set of instructions to select customers to be part of a marketing campaign based upon a region of space in the galaxy layout containing visual clusters, patterns and movement corresponding to the trends and patterns in customer behavior.